

**REMARKS**

Claims 1-17 are now pending in the application. By this amendment, Claim 1 has been amended. The basis for these amendments can be found throughout the specification, claims, and drawings originally filed. No new matter has been added. The preceding amendments and the following remarks are believed to be fully responsive to the outstanding Office Action and are believed to place the application in condition for allowance.

The Examiner is respectfully requested to reconsider and withdraw the rejections in view of the amendments and remarks contained herein.

**REJECTION UNDER 35 U.S.C. § 102**

Claims 1 and 4 stand rejected under 35 U.S.C. § 102(b) as being anticipated by Imamura et al. (U.S. Pat. No. 6,758,521).

This rejection is respectfully traversed.

Independent Claim 1 calls for a display assembly mounted on a vehicle seatback having a seating surface and a rear surface formed on an opposite side of the seatback from the seating surface. See Specification at FIG. 1. The display assembly includes a support arm having a seat end flexibly connected to the rear surface of the vehicle seatback and a display end extending from the seat end. See Specification at pg. 5, lns. 5-15. In addition, independent Claim 1 calls for a display screen flexibly connected to the display end of the support arm, wherein the support arm positions the display screen to face away from the rear surface of the seatback when the display screen is in an in-use position. See Specification at FIG. 1.

In this manner, the present invention discloses a display assembly (10) having a

display screen (30) flexibly connected to a rear surface of a seatback. See Specification at pg. 5, Ins. 5-15 and FIG. 1. The display screen is flexibly mounted such that in a use position, the screen faces away from a rear surface of the vehicle seat and is viewable by occupants seated generally behind the vehicle seat. See Specification at FIG. 1. Imamura fails to teach such a relationship.

Imamura teaches a monitor (60) rotatably mounted to a *side* surface of a seatback (11b) and includes a "side seat" mounting base section (19). See Imamura at FIGS. 1 and 2. In this manner, Imamura fails to teach a display screen mounted to a rear surface of a seatback (i.e., a surface of a seatback generally opposite a seating surface of the seatback). Therefore, Applicants respectfully submit that Imamura fails to teach each and every element of the claimed invention.

Because Imamura fails to teach a display assembly flexibly mounted to a rear surface of a seatback, Applicants respectfully submit that Imamura fails to teach each and every element of the present invention. Accordingly, Applicants respectfully submit that independent Claim 1, as well as Claim 4, dependent therefrom, are in condition for allowance. Therefore, reconsideration and withdrawal of the rejection is respectfully requested.

#### **REJECTION UNDER 35 U.S.C. § 103**

Claims 2, 3, and 5-17 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Imamura et al. in view of Shichijo et al. (U.S. Pat. No. 5,000,511) and Buono (U.S. Publication No. US 2003/0057749 A1)).

This rejection is respectfully traversed.

Independent Claim 1 is believed to be in condition for allowance in light of the remarks contained above. Because Claims 2, 3, and 5-17 depend from independent Claim 1, dependant Claims 2, 3, and 5-17 should similarly be in a condition for allowance for at least the same reasons. Therefore, reconsideration and withdrawal of the rejection is respectfully requested.

#### CONCLUSION

It is believed that all of the stated grounds of rejection have been properly traversed, accommodated, or rendered moot. Applicants therefore respectfully request that the Examiner reconsider and withdraw all presently outstanding rejections. It is believed that a full and complete response has been made to the outstanding Office Action, and as such, the present application is in condition for allowance. Thus, prompt and favorable consideration of this amendment is respectfully requested. If the Examiner believes that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at (248) 641-1600.

Respectfully submitted,

Dated: 4-12-05

By: 

Matthew H. Szalach, Reg. No. 53,665  
(248) 944-6526  
Attorney for Applicants

Ralph E. Smith  
CIMS 483-02-19  
DaimlerChrysler Intellectual Capital Company LLC  
DaimlerChrysler Technology Center  
800 Chrysler Drive  
Auburn Hills, MI 48326-2757  
248-944-6519

10/733,662

7